



## Resume Project Challenge-6

# Providing Survey Insights to the Marketing Team of **CodeX**

*Food & Beverage Industry*

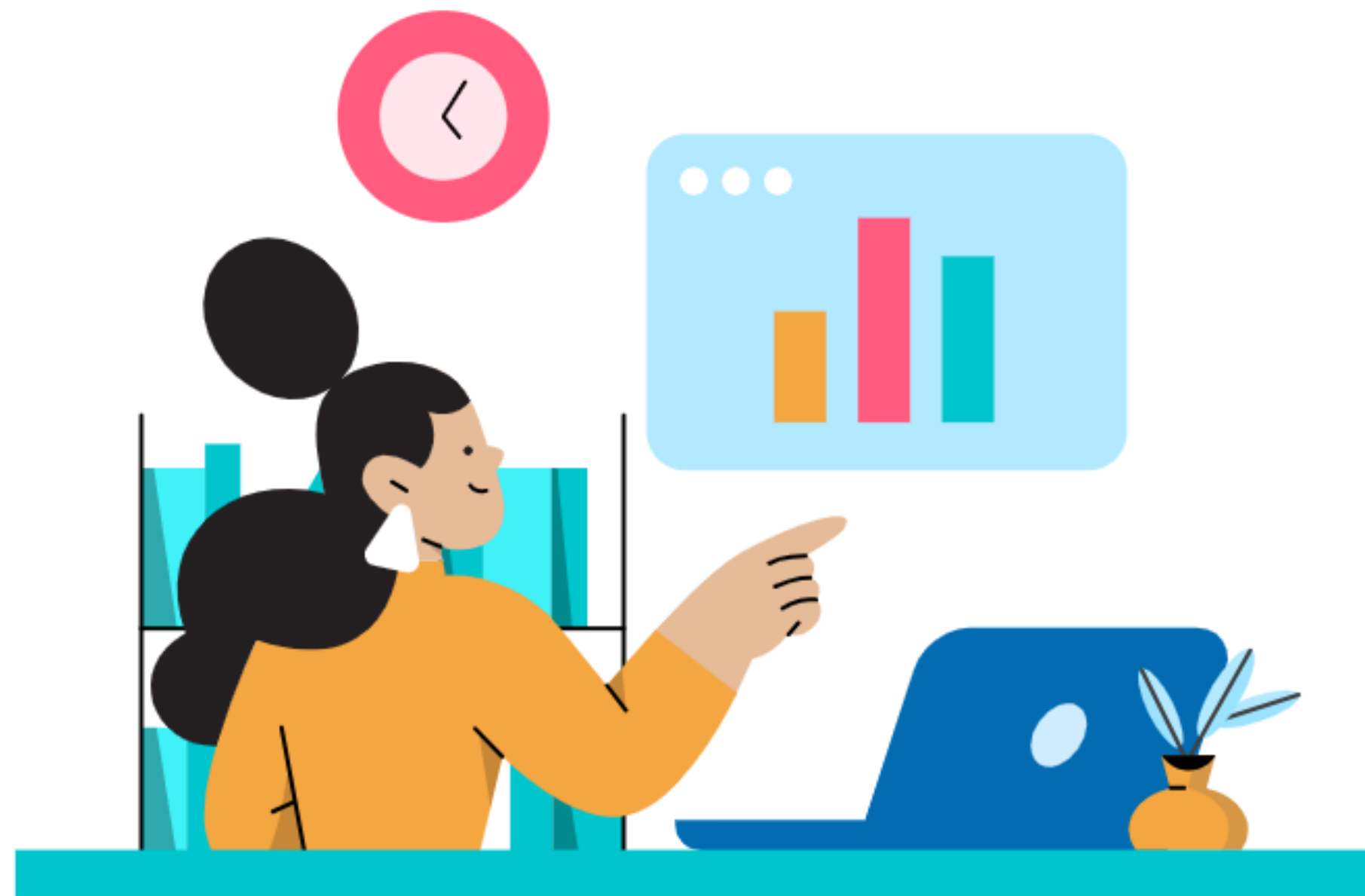


**Presented By- Odhala Aishwarya**



# Introduction

- **CodeX** is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.
- Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents.



## Task:

- As a Marketing data analyst My task is to convert these survey results to meaningful insights which can be helpful for the team.



## Provide Insights to the Marketing Team in Food & Beverage Industry

### Primary Insights (Sample Sections / Questions)

*Note: These insights can be derived from the survey responses*

1. **Demographic Insights (examples)**
  - a. Who prefers energy drink more? (male/female/non-binary?)
  - b. Which age group prefers energy drinks more?
  - c. Which type of marketing reaches the most Youth (15-30)?
2. **Consumer Preferences:**
  - a. What are the preferred ingredients of energy drinks among respondents?
  - b. What packaging preferences do respondents have for energy drinks?
3. **Competition Analysis:**
  - a. Who are the current market leaders?
  - b. What are the primary reasons consumers prefer those brands over ours?
4. **Marketing Channels and Brand Awareness:**
  - a. Which marketing channel can be used to reach more customers?
  - b. How effective are different marketing strategies and channels in reaching our customers?
5. **Brand Penetration:**
  - a. What do people think about our brand? (overall rating)
  - b. Which cities do we need to focus more on?
6. **Purchase Behavior:**
  - a. Where do respondents prefer to purchase energy drinks?
  - b. What are the typical consumption situations for energy drinks among respondents?
  - c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
7. **Product Development**
  - a. Which area of business should we focus more on our product development? (Branding/taste/availability)



### Secondary Insights (Sample Sections / Questions)

*Note: You need to do additional market research*

#### Recommendations for CodeX:

#### Give 5 recommendations for CodeX (below are some samples)

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?





# Energy Drink Market in India

- ❑ The Indian energy drinks market is growing rapidly, with a **CAGR of 45-50%**.
- ❑ The market is expected to reach **₹3,500 crore (\$470 million USD) by 2022**.
- ❑ **Red Bull** is the dominant player in the market, with a **market share of over 75%**.
- ❑ The market is being driven by increasing health consciousness among consumers, rising disposable incomes, and changing lifestyles.

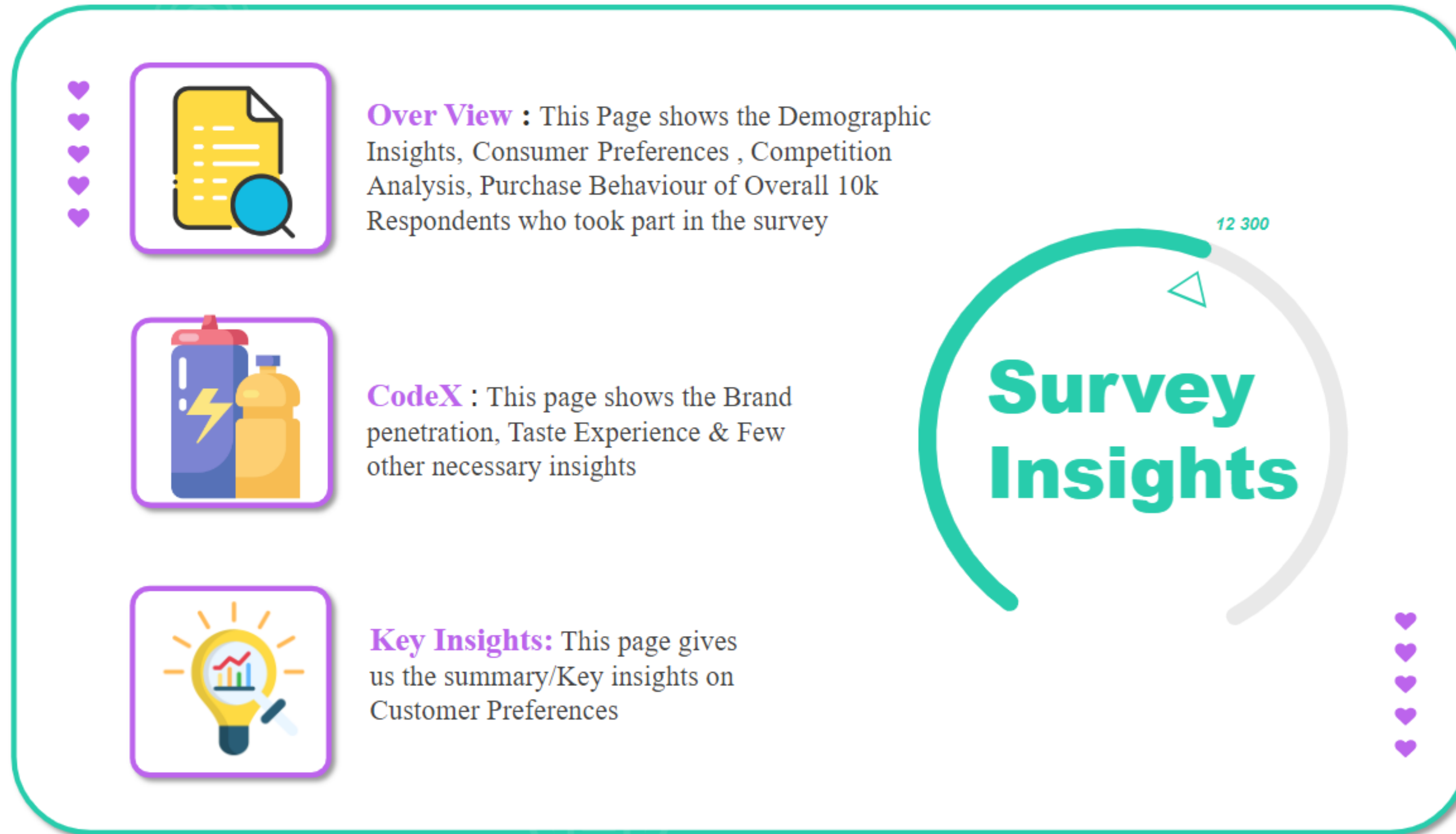
## ❖ **key factors that are driving the growth of the energy drinks market in India:**

- **Increasing health consciousness** among consumers: Indians are becoming more health conscious and are looking for ways to improve their energy levels and performance. Energy drinks are seen as a convenient and effective way to do this.
- **Rising disposable incomes**: As disposable incomes rise, Indians are spending more on discretionary items, such as energy drinks.
- **Changing lifestyles**: The Indian lifestyle is becoming more fast-paced and demanding, which is leading to increased demand for energy drinks.



**CodeX** conducted a survey in these 10 cities and received results from **10k** respondents.

City	Total Respondants
Ahmedabad	456
Bangalore	2828
Chennai	937
Delhi	429
Hyderabad	1833
Jaipur	360
Kolkata	566
Lucknow	175
Mumbai	1510
Pune	906
Total	10000





# Recommendations

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?

## Availability

1

Easy availability can lead to increased sales and brand awareness.



## Acceptability

2

Brand acceptance can lead to increased sales, brand loyalty, and market share.



## Affordability

3

Affordability can make our energy drink more accessible to a wider range of consumers







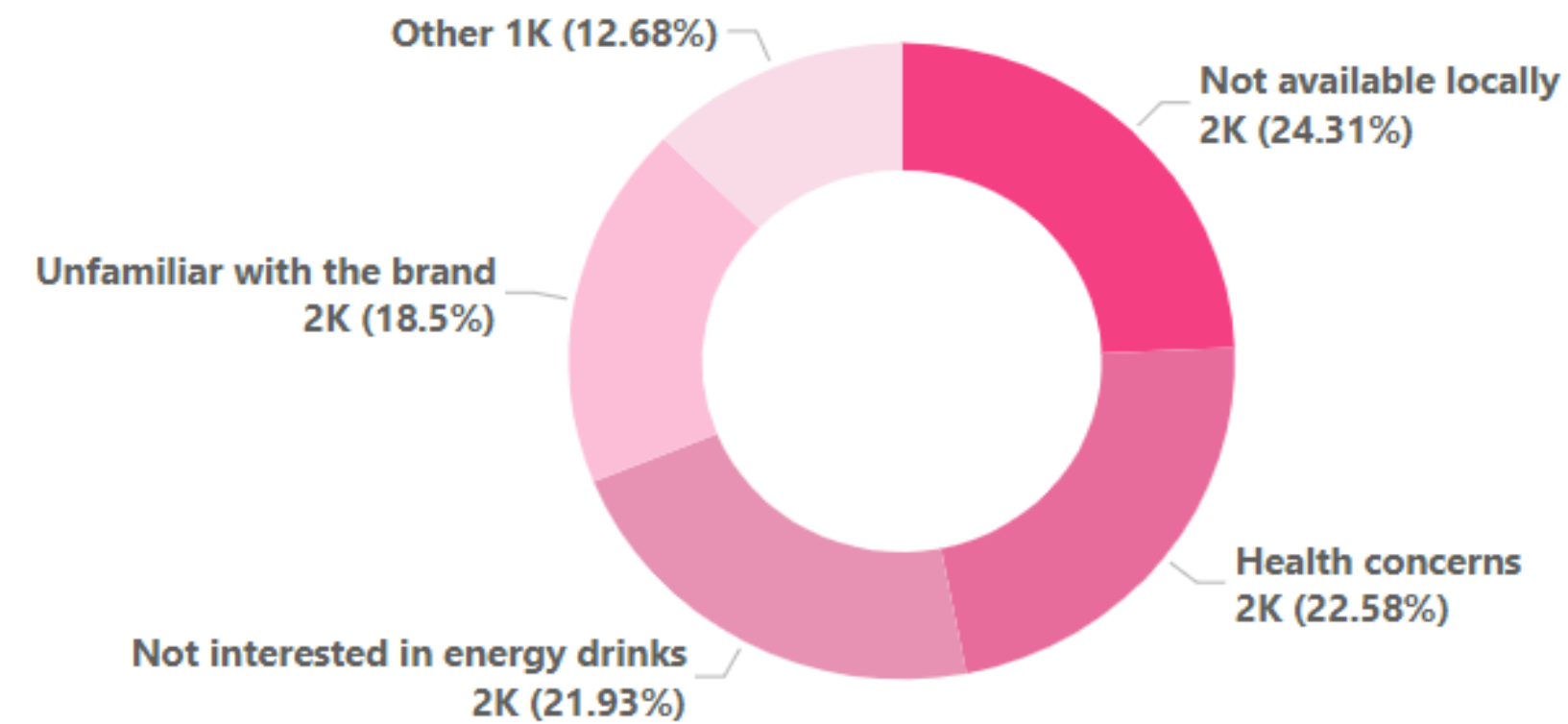
# Availability

1

Easy availability can lead to increased sales and brand awareness.



## What's preventing customers from trying CodeX



•**Increased sales:** When people can easily find your energy drink, they are more likely to purchase it. This can lead to increased sales for your brand.

•**Brand awareness:** When people can easily see your energy drink, they are more likely to learn about it and become aware of your brand. This can lead to increased brand awareness.

•**Positive perception:** When people can easily find your energy drink, they are more likely to have a positive perception of your brand. This is because they will see that your brand is popular and that people are able to find it easily.

*For instance, **accessibility can lower marketing and advertising expenses** since consumers are more likely to know about and believe in a brand that is freely accessible. Additionally, easy accessibility can **enhance the brand's reputation and image**, which can attract investors and business partners.*



## Acceptability

# 2

Brand acceptance can lead to increased sales, brand loyalty, and market share.



**Acceptance of an energy drink is influenced by taste, flavors, and ingredient quality.**

- **Taste** : Taste plays a crucial role in attracting consumers and encouraging repeat purchases.
- **A wide range of flavors** : caters to diverse preferences and increases the chances of finding a preferred flavor.
- **High-quality ingredients** : create a perception of a healthier and more reliable product.
- **Transparency in ingredient** sourcing and manufacturing practices adds to the overall appeal and acceptance of an energy drink.

*For instance, brand acceptability can enhance the brand's reputation and image, which can increase its appeal to partners and investors. Because consumers are more likely to recognise and trust a brand they already accept, brand acceptance can also help to lower marketing and advertising expenses.*



# Affordability

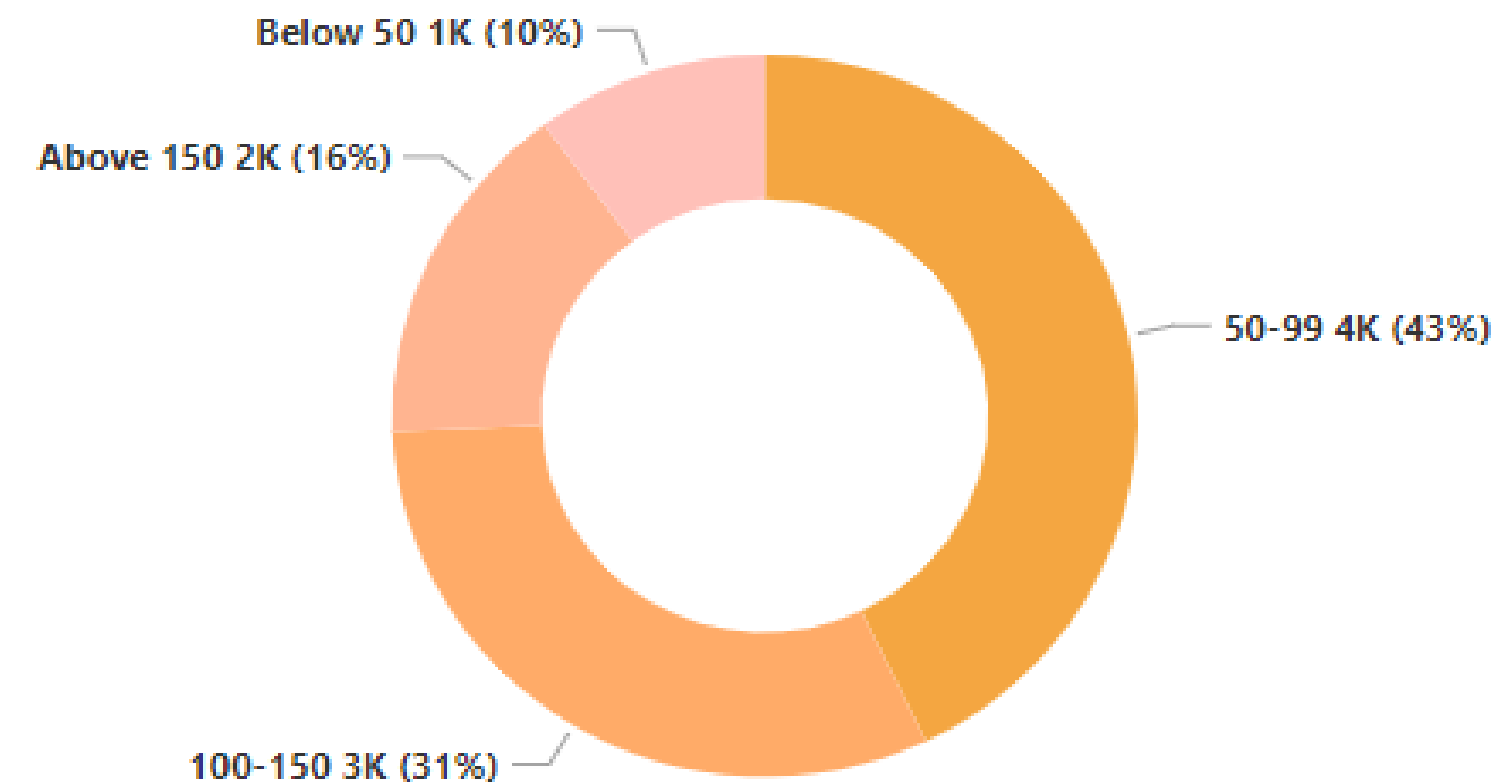
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Affordability can make our energy drink more accessible to a wider range of consumers

Most Preferred Price range is from 50--150Rs



## Preferred Price Range

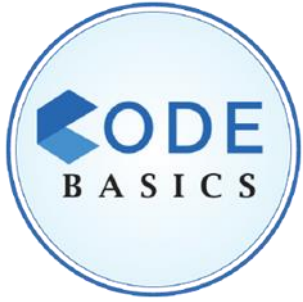


**Stronger brand image:** Your energy drink will have a stronger brand image if it is reasonably priced. This is because people will see your brand as approachable and customer-focused.

**Differentiation from competitors:** A brand's affordability might set it apart from its rivals. A brand that is affordable can position itself as the more affordable choice if other brands on the market are thought to be more pricey. This may aid the company in luring customers who are searching for a decent value.

**Better customer experience:** People are more likely to be pleased with their purchases and refer your brand to others when they can afford your energy drink. This is so that they can feel as though they got a good deal and that their money is being well spent.





## ● What kind of marketing campaigns, offers, and discounts we can run?

While considering a suitable response to this question, I came across a few case studies on Coca-Cola regarding how it built itself in India with such amazing marketing strategies that appeal to the Indian audience , It really astounded me how they did this.

Let me go into more depth. CodeX should draw inspiration from or follow in Coca-Cola's marketing footsteps. Let's first examine Coca-Cola's marketing tactics and advertising, which dramatically increased the company's sales in India.





**Tooth Paste** → **Colgate**

**Xerox** → **Photo Copy**





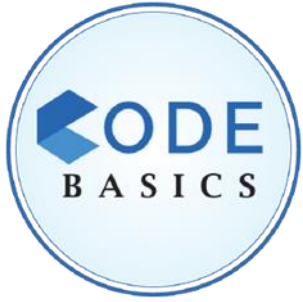
Ladies and Gentlemen, Coca Cola also focused on same thing, All of its Commercials Focused on a single thing. Making Coke a generic Name for **“Thanda”**, Indian people generally ask their guest **“Thanda/Garam?”**

As Thanda is a widely used word for Cool Drinks for lassi, soft drink, lime juice etc.. Thus Coca Cola By leveraging this widely used term wanted **to create a trigger that whenever someone says “Thanda” , “Coca Cola” Must come into their mind**





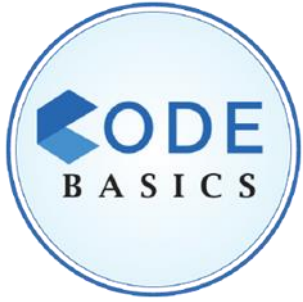
So basically they made set of commercials all of which  
were focused on one thing  
Which was **Thanda matlab Coca Cola**



## **CREDITS: CLIPS FROM COCA COLA AD**

In the First Commercial, Actor Amir khan is featured as a street smart guy, who makes the association **“Thanda matlab Coca Cola”**, Thus in this Commercial the connection of these words was Established.

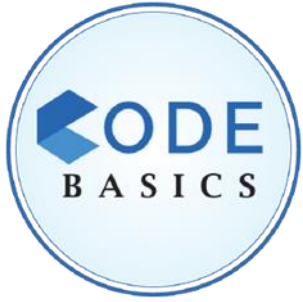




CREDITS: CLIPS FROM COCA COLA AD

Play (k)

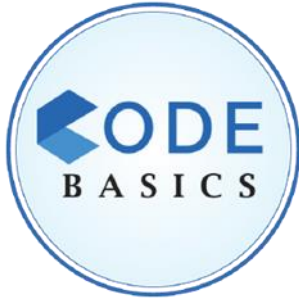
As Indians we really love Cricket and Coca Cola leveraged on this fact yet again and has chosen Sachin Tendulkar as their Brand Ambassador , and launched a Campaign **“Cricket ki Kushi”**. Which was again a genius move to build strong brand loyalty and awareness



Coca Cola's way of targeting Youth was very unique and increased its brand awareness to another level, It has Placed its Coca Cola stations or Machinery in malls, and if someone **performs a task or a dance** they get **a free Can/ Bottle**, Not only this They also place **"Hug Me" Coke stalls** where People can hug the machine to get free Coke Cans

And needless to say this videos have circulated quite well in social media as well, which in turn increased its Brand Awareness. This was Coca Cola's way of offering Discounts/Offers which created a positive impact + Brand Awareness





They also launched These Kind of **Cans with KPOP Idols Pictures and Names on them,**

Just look how well, Coca Cola has leveraged these things which are relatable to its target audience and increased its sales

I m a part of BTS Army & if I have known these things are available I would have grabbed all the seven of these





❖ *So the Purpose of Sharing These aspects of the Case Study is to show how Coke has got to know about its Target Audience & designed campaigns which please those audience and not only increased its sales but also made its Mark!*



**Takeaway From this case study:**

- First to decide the Target Audience
- Research about the Target Audience habits and Mentality
- Design Marketing Campaigns on Things which Customers find relatable/ which have the ability to Connect with Customers/ Attract the Customers towards our product



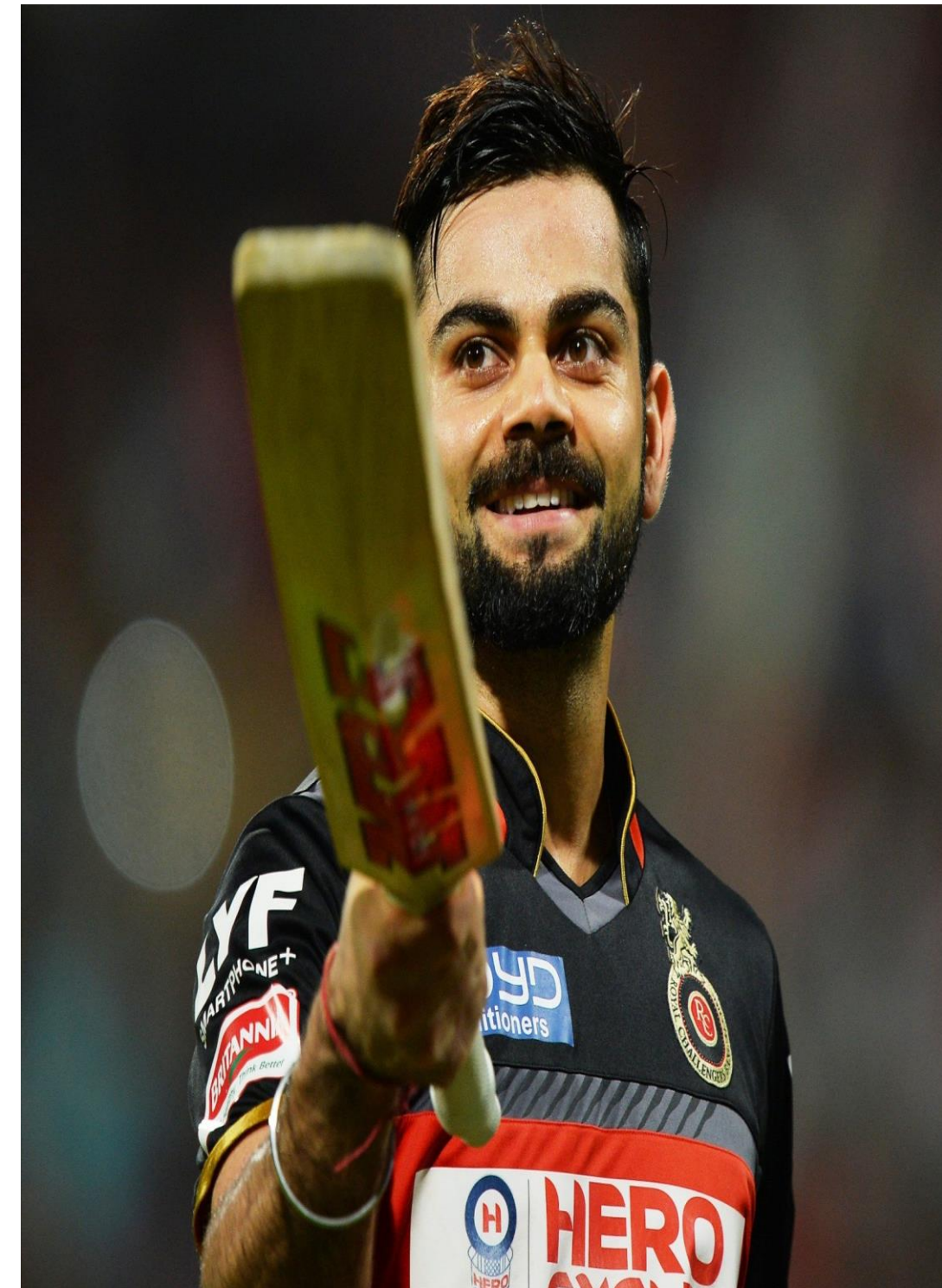


## ● Who can be a brand ambassador, and why?



PV Sindhu, the Olympic silver medalist in badminton, embodies the spirit of energy, determination, and resilience. Her remarkable success on the global stage has garnered immense admiration, particularly among the youth.

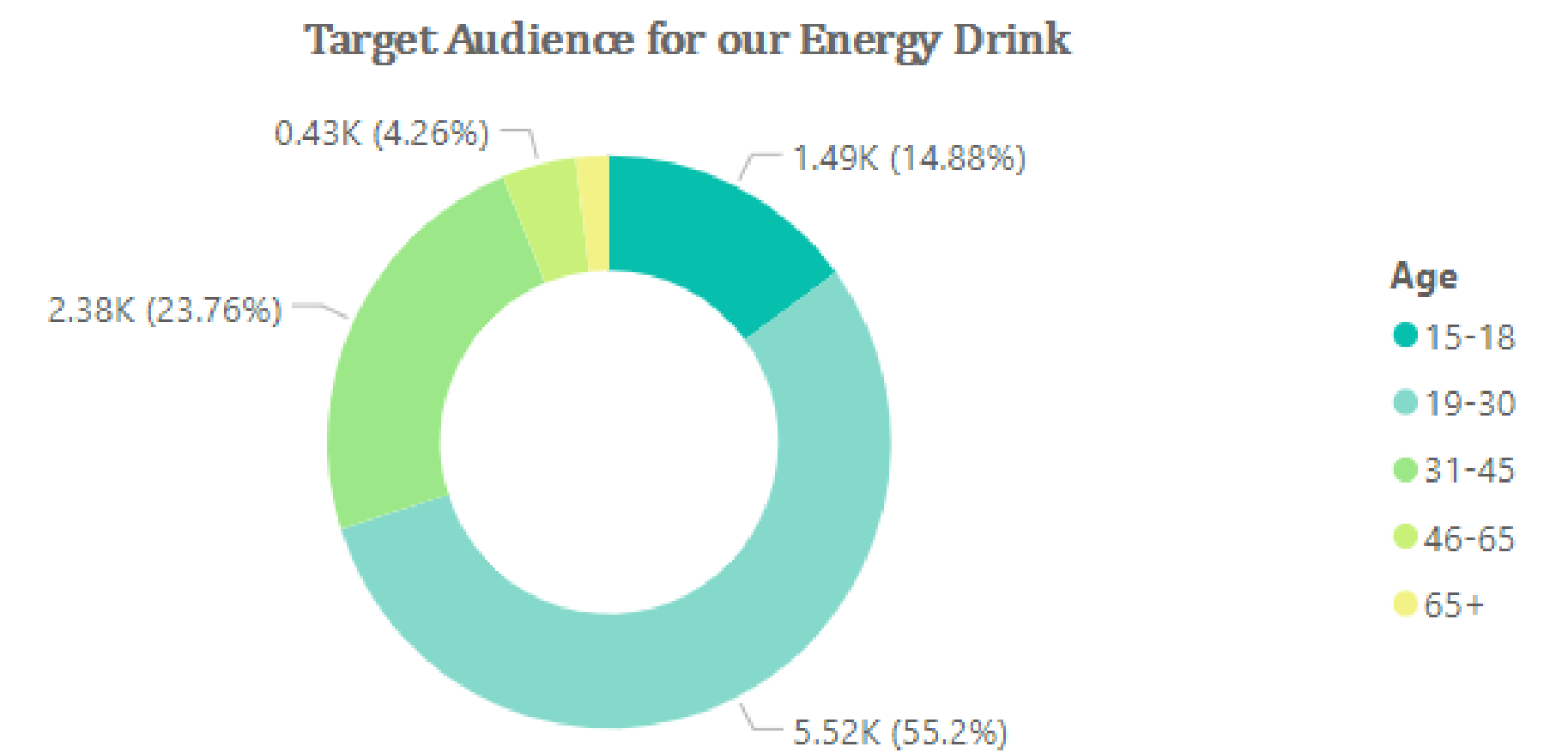
**Associating our energy drink with Sindhu's athletic prowess and indomitable spirit would inspire consumers to embrace the product as a source of energy and motivation.**



Virat Kohli, the renowned cricketer and former captain of the Indian cricket team, is a true icon in the world of sports. Known for his aggressive playing style and unmatched dedication, Kohli has captured the hearts of millions of cricket enthusiasts. His influence extends beyond the field, **Making him a powerful influencer for our CodeX energy drink. By aligning our brand with Kohli's image of strength, endurance, and success, we can establish a strong connection with consumers who aspire to perform at their best.**



## ● Who should be our target audience, and why?







Thankyou😊